

### 3.5: Place Worksheet (Emkhe, Fulton, Lusk, 2005)

*Describe how you plan to distribute your products. Compare your plans with your competitors' existing product distribution.*

|                              | Definition  | Your Product | Your Competitors' Product |
|------------------------------|---|--------------|---------------------------|
| <b>Direct Sales</b>          | Selling directly to the customer via retail, door to-door, mail order, e-commerce, on-site, etc.  |              |                           |
| <b>Reseller Sales</b>        | Selling through an intermediary (wholesaler or retailer) who resells your product.  |              |                           |
| <b>Market Coverage</b>       | <p><b>Intensive</b><br/>Wide product distribution (Common, non-distinguishing products)</p> <p><b>Selective</b><br/>Product distribution to only a few businesses (Specialty products)</p> <p><b>Exclusive</b><br/>Restricts distribution to a single reseller (Prestige brands).</p> |              |                           |
| <b>Inventory/Warehousing</b> | Product availability and storage  |              |                           |
| <b>Transportation</b>        | Methods used to distribute product  |              |                           |
| <b>Logistics</b>             | Management of the flow of goods from beginning point to end user  |              |                           |

